

The amendments to the specification presented herein correct obvious typographical errors and produce grammatical clarity. The amendment to the paragraph on page 23, lines 10-16, corrects a figure item label and finds basis in Figure 1. The amendment to the paragraph on page 31, lines 15-20, corrects a figure item label and finds basis in Figure 1. The amendment to the paragraph on page 41, lines 16-20, corrects a figure item label and finds basis in Figure 13. The amendment to the paragraph on page 42, lines 12-13, corrects the hyperlinks label to distinguish it from the product search box which is labeled as item number "1376". The amendment finds basis in Figure 13.

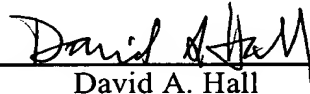
The amendments to claims 1, 7, 28, and 29 correct obvious typographical errors. No new matter has been added.

Included as an attachment is a marked-up version of the specification paragraphs and claims that are being amended, per 37 CFR §1.121.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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For: *COMPUTER HIERARCHICAL
DISPLAY OF MULTIPLE DATA
CHARACTERISTICS*
Art Unit: 2671
Examiner: Unassigned

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ATTACHMENT TO THE PRELIMINARY AMENDMENT
MARKED-UP PARAGRAPHS (37 CFR §1.121)

IN THE SPECIFICATION:

Please amend the specification as follows:

Please amend the paragraph beginning on page 4, lines 7-11, as follows:

The display may also include a menu item that provides the user with the ability to insert any product corresponding to a subfield [areas] area into an electronic shopping cart. A shopping cart item may provide a tally of any products that have been inserted into the shopping cart. Additionally, the display may include a selectable item such as a button that, when selected, initiates a purchase transaction of all of the items in the shopping cart.

Please amend the paragraphs beginning on page 5, lines 16-21, as follows:

Figure 3D is an illustration of a display screen produced by the computer processing system illustrated in Figure 1 at a client node, showing a detailed view of another embodiment of the product review page display.

Figure 3E is an illustration of a display screen produced by the computer processing system illustrated in Figure 1 at a client node, showing a detailed view of another embodiment of the product review page display with a product suggestion pop-up window.

Please amend the paragraph beginning on page 7, lines 6-9, as follows:

Figure 13 is an illustration of a display screen produced by the computer processing system illustrated in Figure 1 at a client node, showing a detailed view of another embodiment of the product review page display that is included in the browser window of Figure 3A.

Please amend the paragraphs beginning on page 10, line 12, through page 11, line 2, as follows:

The database could include data that [is]are collected from a more expansive database and stored in a data store. The database could also be data that [is]are stored over one or more data stores, such as data that [is]are stored in data stores that are linked over the Internet.

The database is sometimes described herein in the context of a collection of travel-related information wherein the data elements each relate to a travel-related product or service that is available for purchase, such as an airline ticket, a car rental, or a hotel accommodation. For example, a data element could relate to an airline ticket wherein the dimensions of the data element include price, time of departure, time of arrival, airline and flight class. Although the data [is]are described herein in the context of travel-related product offerings, it will be appreciated that the data could also relate to other types of product offerings. Indeed, the data could relate to any subject matter where multiple dimensions of information are presented to the user via a single display screen.

Please amend the paragraph beginning on page 16, lines 11-15, as follows:

It will be appreciated that the type of attribute that is used to indicate the dimensions of the data element could vary. The attributes could be a visual attribute, such as the size or color of the data element. The attribute could also be [a]an aural attribute, such as a sound that is associated with a subfield area. The attributes of the data element could include

anything that could be detectable by a human sense and that could be associated with the data element.

Please amend the paragraphs beginning on page 19, line 13, through page 20, line 7, as follows:

The field areas 340 and subfield areas 354 are preferably polygonal in shape. In a preferred embodiment, the subfield areas 354 are each rectangular and each have an aspect ratio (i.e., ratio of length to width) that is preferably close to 1 to avoid slender, [elongate]elongated subfield areas.

With reference still to Figure 3B, the menus 334 preferably each include menu items 356 that allow a user to specify criteria that governs how the data will be sorted and how the page 328 is arranged. Preferably, each menu 334 is associated with one or more field areas 340. The menu items 356 preferably include drop down menus or data entry fields that [allows]allow a user to specify criteria by which the program 110 sorts and displays the data elements represented by the subfield areas 354. Preferably, the menus 334 allow the user to widen or narrow the criteria used for displaying data elements. For example, the menu 334a, which is associated with the "Hotel" field area, allows the user to cause the client computer 102 to display only subfield areas 354 that represent hotel rooms within a particular quality range, such as only 3 star or only 4 star hotels. The user can thus use the menus to cause the client computer 102 to narrow (or widen) the range of products that are being displayed in the field arrays 340.

Please amend the paragraph beginning on page 23, lines 10-16, as follows:

Figure 4 is a flow diagram that illustrates the processing operations executed by the computer system 100 of Figure 1 to obtain and execute the applet program 110 of Figure 1. The applet program [100]110 causes the client computer 102 to generate the Product Review Page shown in Figures 3A-3E. In the first operation, represented by the flow diagram box numbered 402, the client computer 102 initiates a network communication session. In the

context of an Internet application of the invention, the client is the computer at which a user initiates an Internet session.

Please amend the paragraph beginning on page 31, lines 15-20, as follows:

In the next operation (flow diagram box 810), the browser program [110]105 detects that the user has interacted with one of the menu items on the subfield menu window 904. This is referred to as a menu interaction event. In the operation represented by flow diagram box 812, the browser program [110]105 and/or the applet program [105]110 then initiates an action that is associated with the selected menu item. If the menu item is a hyperlink, then the browser program 105 issues an HTTP request for the web page that is associated with the hyperlink.

Please amend the paragraph beginning on page 36, lines 10-15, as follows:

Advantageously, the aforementioned process results in subfield areas that are as square-like as possible, as the applet program avoids drawing subfield areas that are thin, and [elongate]elongated. Square-like subfield areas are preferred because square field areas are more easy to identify for a user than thin, elongated subfield areas. Additionally, it is easier for a user to use a display cursor to point at square-like subfield areas. The user can also more easily compare the relative sizes of rectangles that have similar aspect ratios.

Please amend the paragraph beginning on page 41, lines 16-20, as follows:

The product review page [328]1328 includes a mouse-over subfield detail window 1370 that appears in response to a mouse cursor being moved over a subfield area 1354c, as described above with reference to Figures 6 and 7. The mouse-over subfield detail window 1370 includes information related to the coffee product associated with the subfield area 1354c, such as, for example, the name of the coffee and a description of the flavor.

Please amend the paragraph beginning on page 42, lines 12-13, as follows:

The product review page could also include one or more hyperlinks [1376]1378 that are linked to additional product review pages that are directed toward other products.

IN THE CLAIMS:

Please amend claims 1, 7, 28 and 29 as follows:

1. (Amended) A method of processing user criteria to retrieve a portion of data and display it to the user, the method comprising:

receiving user criteria that specifies a subset of the data with respect to multiple data criteria;

retrieving the data subset from the data; and

displaying the data subset in a display defined by a two-dimensional field array of information, wherein the field array of the display is divided into a plurality of two-dimensional bounded field areas, each of which has a display area that is indicative of a first data criteria of the data subset, and wherein the area of each bounded field [areas]area is further divided into subfield areas, each of which has an area that is indicative of a second data criteria of the data subset; and

displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor over a boundary of the bounded subfield area to show data relating to the bounded subfield area, and displaying a menu window adjacent to the bounded subfield area in response to a mouse click on the bounded subfield area such that the menu window shows information relating to the bounded subfield area data subset and can receive user criteria from the user to specify additional information relating to the bounded subfield area.

7. (Amended) A method of presenting information regarding plural products on a computer display screen for perusal and selection by a user, the method comprising:

displaying a product review page on the display screen, the product review page comprising one or more two-dimensional, bounded field areas, each bounded field area

corresponding to a particular product category, wherein one or more of the bounded field areas is divided into plural bounded subfield areas, each of the bounded subfield areas corresponding to and representing a product, and wherein each bounded subfield area has a first attribute that is indicative of a first characteristic of the corresponding product;

displaying a menu box that provides the user with the ability to insert any product corresponding to a subfield [areas]area into an electronic shopping cart;

providing the user with the ability to perform a single action to initiate a purchase transaction of all of the items in the shopping cart.

28. (Amended) The device as defined in claim 19, wherein the data elements describe products that are available for purchase and wherein the button item allows the user to initiate a purchase [transactions]transaction with respect to any data elements in the shopping cart.

29. (Amended) A computer device having an internal memory containing computer readable code comprised of a set of instructions that will cause the computer device to execute the following functions:

accept user criteria for obtaining a subset of data related to products that are available for purchase;

retrieve a data subset that meets the user criteria, the data subset comprised of one or more data elements, each data element being related to one or more products, and;

generate a tree map display that is representative of the data subset, wherein the tree map display comprises:

plural bounded field areas, each bounded field area corresponding to a product category, wherein one or more of the bounded field areas is divided into plural bounded subfield areas, each of the bounded subfield areas corresponding to and representing a product, and wherein each bounded subfield area has a first visible attribute that is indicative of a first characteristic of the corresponding product, wherein the plural bounded field areas and the bounded subfield areas are all contained within a single viewable region of a computer display screen;

a menu item that provides the user with the ability to insert any product corresponding to a subfield [areas]area into an electronic shopping cart;

a shopping cart item that provides a tally of any products that have been inserted into the shopping cart;

a selectable item that initiates a purchase transaction of all of the items in the shopping cart.

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